

‘TESTING THE WATER’ – RAISING AWARENESS OF OUR CHANGING SEAS

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CLAMER started with the observation that the results from many climate change research projects are often disseminated only to a select public. More, in an outreach analysis of 64 EU and national research projects focussing on marine climate change issues by CEFAS, it has been found that most of this outreach did not extend beyond one-way imparting of knowledge through project websites, brochures, scientific papers or conferences, with little or no attempt to involve members of the public and stakeholders directly or gather views and opinions. Therefore, one of the main objectives of CLAMER was to valorise European research efforts into the effects of climate change on marine ecosystems, and to try to close part of the gap between public perceptions and the scientists’ expanding knowledge.

In this presentation a short overview will be presented of the various outreach activities and deliverables that have been prepared and worked out within the CLAMER project:

- a 58’ documentary on the science and public perception of marine climate change in Europe (ComOnPlanet & Océanopolis);
- a 56 page booklet on marine climate change in Europe (SAHFOS);
- 12 original and unique ‘all-in’ illustrations on marine climate change (Glynn Gorick);
- side-events and a communication campaign including a video-contest in 34 European aquaria and marine institutes (VLIZ);
- a portal with fact sheets, science & policy synthesis reports, inventories of EU research & outreach projects on marine climate change (VLIZ);
- an international media-action (Terry Collins).